MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	138027/LO/2023
Date registered valid:	19 September 2023
Proposal:	Installation of 1 x fascia sign and alteration of 1 x projecting sign and internal alterations to shop unit.
Address:	Watches Of Switzerland, 9 - 11 St Anns Square, Manchester, M2 7EF
Ward(s):	Deansgate Ward
Applicant:	Watches of Switzerland Group
Agent (if any):	Mr Thomas Stephenson Quadrant Design
Case officer:	Emily Booth Tel: 0161 234 4193 Email: emily.booth@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	28 November 2023

Application details

Type of application: Listed Building Consent

Development type: Listed building alteration

Date of site visit: 16 October 2023

Standard consultations:
Printed: 28 September 2023 Expired: 19 October 2023

Neighbour notifications
Printed: 28 September 2023 Expired: 19 October 2023

Site notice
Posted: 3 October 2023 Expired: 24 October 2023

Press advert
Published: 3 October 2023 Expired: 17 October 2023

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Grade II

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order: Not applicable

Description of area

The application relates to a property named The Royal Exchange, which is a Grade II Listed mixed use building that houses offices, a theatre, shops, bars, restaurants, takeaways and cafes.

The Royal Exchange is bounded by Cross Street, Market Street, Exchange Street/St Ann's Square and Old Bank Street. St Ann's Square is a hard landscaped public square in Manchester City Centre that accommodates a Grade II Listed statue named Cobden's Statue and the Grade II Boer War Memorial and other non-listed sculptures and is frequently used for events including the Christmas Markets. Market Street and St Ann's Square are major shopping areas.

The current building is the third version of the Royal Exchange built between 1867 and 1874 and extended between 1914 and 1931. The building was further modified following the damage caused by the IRA bomb in 1996. It is four storeys, plus two attic storeys in height. The roof is slate and has three glass domes, a baroque turret is in the Northwest corner and domes are located in the other corners. There is also a balustraded parapet and mansard roof. The elevations are highly detailed and include channelled rusticated piers, Corinthian columns, arched windows, entablature, modillioned cornice and grand entrances.

The original Royal Exchange was a trade exchange for Lancashire's cotton industry. Trading ceased in 1968 and the building began use as a theatre in 1973.

Other listed buildings surrounding St Ann's Square include the Grade I listed St Ann's Church, the Grade II* Listed 25 St Ann's Street and Grade II listed buildings at 16, 18 and 22 and 17 to 21 St Ann's Square. The site is also within St Ann's Square Conservation Area.

Surrounding uses include the Arndale Centre, St Ann's Church, shops, hotels, residential accommodation, banks, offices, bars, restaurants, takeaways and cafés.

This application relates to 9-11 St Anns Square, which is at the junction of St Anns Square and Old Bank Street, which was previously sensitively fitted out in accordance with application referenced 116109/LO/2017 in 2017 and remains in use as a watch shop.

The Royal Exchange is currently being refurbished as areas of the building become available and inappropriate modern intervention are being removed and the historic fabric repaired. Several recent applications have been granted for these works.

Description of development

Listed Building Consent is sought for the following works:

- The replacement of the Patek Philippe signage with Watches of Switzerland signage consisting of the same materials and colours.
- The removal of non-original partition walls and bulkheads, decorative screens and signage associated with the subdivision of the space that is no longer required.
- The restoration and repair of the fabric affected.
- The boxing in of the window column.
- The removal of all fit out within the Patek Philippe area including the shop window decoration and installation of materials to match those used within the rest of the shop.
- Installation of partitions to provide three new brand pods within the space and connection of these spaces to power.

Consultations & Notification Responses

Publicity - The application was advertised as affecting a conservation area and as an application for listed building consent, letters were sent to surrounding occupiers and a site notice was displayed on site. No replies were received.

Issues

Issues and Policy

The Adopted Core Strategy for the City of Manchester

Policy EN1 (Design Principles and Strategic Character Areas) advises that developer's will be expected to consider the City's heritage, including its listed buildings, conservation areas, archaeological remains and historic street pattern.

Policy EN3 (Heritage) advises that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment.

Policy CC9 (Design and Heritage) advises that development in Manchester should preserve or enhance the heritage assets affected.

Policy SP1 (Spatial Principles) advises that development in all parts of the City should protect and enhance the built environment.

Policy DM1 (Development Management) advises that all development should be appropriately sited, scaled, formed, massed and detailed with appropriate layout and materials and should have regard to the character of the surrounding area and effects on built heritage.

The Unitary Development Plan for the City of Manchester

Saved Policy DC14 (Shopfronts and Related Signs) advises on shop front works.

Saved Policy DC18.1 (Conservation Areas) states that the Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering issues including the effect of signs and advertisements.

Saved Policy DC19.1 (Listed Buildings) advises that in determining applications for listed building consent the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting. The City Council will:

- Not permit any external or internal alteration or addition to a listed building where in its opinion, there would be an adverse effect on its architectural or historic character.

Places for Everyone -

The Places for Everyone Plan is a Joint Development Plan Document, which provides a strategic plan and policies, for nine of the 10 boroughs which make up Greater Manchester. Once the Places for Everyone Plan is adopted it will form part of Manchester's development plan.

To date, five consultations have taken place in relation on the Plan. The Examination of Plan, following its submission in February 2022, began in November 2022. Following the completion of the Examination of the Plan, main modifications have now been proposed which will now become the subject of further public consultation.

The City Council's Executive agreed the Main Modification on 4 October 2023 and endorsed an 8-week period of public consultation on the Main Modifications commencing no earlier than 9 October 2023.

Any representations will be forwarded to the Examination team managing the Plan. The Inspectors will consider all representations on the proposed Modifications before finalising the examination report.

Given the stage the Plan has reached, and level of public consultation and scrutiny it has received, the Plan and its policies is now a material planning consideration in the determination of planning applications. The Plan and its policies must therefore be given significant weight in the planning balance.

Policy JP-P 1 (Sustainable Places) aims to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy and varied places, each having the following key attributes that all development, wherever appropriate, should be distinctive, with a clear identity, visually stimulating, socially inclusive, resilient, adaptable, durable, resource efficient, safe, supported by critical infrastructure, functional and convenient, incorporating accessibility, legible easy to move around, well connected, comfortable and inviting, incorporating high quality and well managed green infrastructure and public realm, well served by local shops, services and amenities.

Policy JP-P 2 (Heritage) aims to proactively manage and work with partners to positively conserve, sustain and enhance its historic environment and heritage assets and their settings. Opportunities will be pursued to aid the promotion, enjoyment, understanding and interpretation of heritage assets, as a means of maximising wider public benefits and reinforcing Greater Manchester's distinct identity and sense of place. The policy requires development proposals affecting a designated heritage asset (or an archaeological site of national importance) and a conservation area to conserve those elements which contribute to its significance including those identified in any conservation area appraisal as making a positive contribution to the area. Harm to such elements will only be permitted where this is
clearly justified and outweighed by the public benefits of the proposal.

National Policy

Sections 16, 66 and 74 of the Listed Buildings and Conservation Areas Act 1990 requires that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas. Development decisions should, therefore, accord with the requirements of the NPPF and to section 16 (Conserving and Enhancing the Historic Environment).

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development". In order to meet this key planning objective, in this instance, the development should sustain and contribute to the stimulation of a thriving historic environment.

Paragraph 197 states that in determining planning applications, local planning authorities should take account of:

- The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation.

- The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and

- The desirability of new development making a positive contribution to local character and distinctiveness.

Paragraph 194 advises that local planning authorities should require an applicant to submit sufficient information to describe the significance of any heritage assets affected, including any contribution made by their setting.

Paragraph 200 advises that any harm to or loss of a designated heritage asset should require clear and convincing justification. Substantial harm or loss should be exceptional and substantial harm to or loss of designated heritage assets of the highest significance, including grade I and II* listed buildings should be wholly exceptional.

Paragraph 201 states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

Section 12 (Achieving Well Designed Places) advises that the government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

Visual Amenity -

Under these criteria the effect of the proposal on the affected heritage assets has been considered:

The signage would match that existing on the other fascias and would comply with the signage strategy for the building. The letters would be attached with the minimum required fixing holes and would use existing holes where possible. Where existing holes can't be reused these would be repaired/made good with lime mortar (Natural Hydraulic Lime (NHL) 2 recommended) that is coloured to match stonework.

The existing sensitive fit out of the store was completed 8 years ago and revealed hidden features.

The internal works relate to a branded area of the shop which is now vacant. The non-original fit out would be removed and the finishes would be changed to match the remainder of the store.

Lighting tracks would remain but would be amended to suit the new layout.

Three new brand pods would be created with new partitions.

A column head and beam that are within an existing bulkhead would be revealed by the removal of the bulkhead and partitions.

Fixings would be into non-original lining and would not affect original fabric.

It is considered that the benefits of the proposal would outweigh the less than substantial harm caused to the affected heritage asset and are consistent with paragraphs 196 and 197 of the NPPF and address sections 66 and 72 of the Planning Act in relation to preservation and enhancement due to the public benefit of the continued use of the unit and the benefits of the internal works.

Other Legislative Requirements
Equality Act 2010
Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations
This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved polices of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the

planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Article 35 Declaration

In assessing the merits of a planning application officers will seek to work with the applicant in a positive and proactive manner to seek solutions to problems arising in relation to dealing with the planning application. All such issues have been resolved due to the discussions within the applicant and the conditions.

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

The location plan referenced J002046-A0-02 Rev - received by the City Council as local planning authority on 7 September 2023

The drawings referenced:

J002046-A1-02 Rev -
J002046-A2-02 Rev B
J002046-A2-02 Rev -
J002046-A2-03 Rev -
J002046-A2-04 Rev - (2no. (Fire Strategy Plan and Reflected Ceiling Plan)
J002046-A4-00 Rev -
J002046-A4-01 Rev -
J002046-A5-01 Rev -

received by the City Council as local planning authority on 7 September 2023

ASD-351 Rev Z

received by the City Council as local planning authority on 19 September 2023

J002046-A5-00 Rev A

received by the City Council as local planning authority on 17 November 2023

The Design and Access Statement including Heritage Statement prepared by Quadrant Design received by the City Council as local planning authority on 7 September 2023

The emails from Quadrant Design dated 17 November 2023 and 24 November 2023

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN1, EN3, CC9, SP1 and DM1 of the Core Strategy and saved policies DC14.5, DC18.1 and DC19.1 of the Unitary Development Plan.

3) The fixing holes for the individual letter fascia sign shall be the minimum required and where possible fixings shall reuse existing holes. Holes that cannot be reused shall be repaired/made good with lime mortar (NHL 2 recommended) coloured to match stonework prior to the completed installation of the signage hereby approved as confirmed in the email from Quadrant Design dated 24 November 2023

Reason - In the interests of visual amenity, and because the proposed works affect a building that is within the curtilage of a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest so careful attention to building work is required to protect the character and appearance of this building in accordance with policies SP1, CC9, EN1, EN 3 and DM1 of the Adopted Core Strategy for the City of Manchester, the Design and Principle of the Guide to Development in Manchester SPD and saved policies DC18.1 and DC19.1 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Heritage & Urban Design

329 Royal Exchange, Exchange Street, Manchester, M2 7BR
513 Royal Exchange, Exchange Street, Manchester, M2 7EN
PRUDENTIAL ASSURANCE CO LTD, 52 - 55 Royal Exchange, Exchange Street, Manchester, M2 7DA
2 Old Bank Street, Manchester, M2 7PF
Barbour, 6 St Ann's Square, Manchester, M2 7HD
14 St Ann's Square, Manchester, M2 7HQ
Sub Basement, 1 - 5 St Ann's Square, Manchester, M2 7EF
12 Royal Exchange Arcade, Manchester, M2 7EA
Basement And Ground Floor, 2 Old Bank Street, Manchester, M2 7PF
Third Floor, Royal Exchange, Exchange Street, Manchester, M2 7BR
328 Royal Exchange, Exchange Street, Manchester, M2 7BR
Royal Exchange Theatre, Exchange Street, Manchester, M2 7HA
16 Market Street, Manchester, M1 1PT
48 Royal Exchange, Exchange Street, Manchester, M2 7DA
Second Floor Rooms 27 To 37, 17 St Ann's Square, Manchester, M2 7EF
Basement And Ground Floor, 14 St Ann's Square, Manchester, M2 7HQ
16 - 18 Royal Exchange Arcade, Manchester, M2 7EA
11 Royal Exchange Arcade, Manchester, M2 7EA
3 Royal Exchange Arcade, Manchester, M2 7EA
10 Royal Exchange Arcade, Manchester, M2 7EA
1 Royal Exchange Arcade, Manchester, M2 7EA
4 Royal Exchange Arcade, Manchester, M2 7EA
First Floor, 15 St Ann's Square, Manchester, M2 7PW
437 Royal Exchange, Exchange Street, Manchester, M2 7EP
326 Royal Exchange, Exchange Street, Manchester, M2 7BR
517 - 518 Royal Exchange, Exchange Street, Manchester, M2 7EN
Sub Basement, Royal Exchange, Exchange Street, Manchester, M2 7BR
2A Cross Street, Manchester, M2 7AE
2 Cross Street, Manchester, M2 7AE
433 - 434 Royal Exchange, Exchange Street, Manchester, M2 7EP
438 Royal Exchange, Exchange Street, Manchester, M2 7EP
Fourth Floor, 2 Old Bank Street, Manchester, M2 7PF
BUPA Dental Care, First Floor, 14 St Ann's Square, Manchester, M2 7HQ
14 Royal Exchange Arcade, Manchester, M2 7EA
7 - 9 Old Bank Street, Manchester, M2 7PE
429 - 430 Royal Exchange, Exchange Street, Manchester, M2 7EP
225 - 226 Royal Exchange, Exchange Street, Manchester, M2 7DA
10 Market Street, Manchester, M1 1PT
8 - 10 Cross Street, Manchester, M2 7AE
14 Market Street, Manchester, M1 1PT
229 Royal Exchange, Exchange Street, Manchester, M2 7DD
442 - 443 Royal Exchange, Exchange Street, Manchester, M2 7EP
THE PRUDENTIAL ASSURANCE, 425 - 426 Royal Exchange, Exchange Street, Manchester, M2 7EP
149 Royal Exchange, Exchange Street, Manchester, M2 7BZ
15 Royal Exchange Arcade, Manchester, M2 7EA
9 Royal Exchange Arcade, Manchester, M2 7EA
MOSS BROS., 1 - 5 St Ann's Square, Manchester, M2 7EF
5 Old Bank Street, Manchester, M2 7PE

47 Royal Exchange, Exchange Street, Manchester, M2 7DA
Sixth Floor, Royal Exchange, Exchange Street, Manchester, M2 7FL
4 Market Street, Manchester, M1 1PT
6 Market Street, Manchester, M1 1PT
43 - 45 Royal Exchange, Exchange Street, Manchester, M2 7DA
12 Market Street, Manchester, M1 1PT
427 - 428 Royal Exchange, Exchange Street, Manchester, M2 7BR
441 Royal Exchange, Exchange Street, Manchester, M2 7EP
12B St Ann's Square, Manchester, M2 7HW
9 Old Bank Street, Manchester, M2 7PE
Basement And Ground Floor, 7 - 9 Old Bank Street, Manchester, M2 7PE
Lululemon, 7 St Ann's Square, Manchester, M2 7EF
19 Royal Exchange Arcade, Manchester, M2 7EA
Basement, Royal Exchange, Exchange Street, Manchester, M2 7BR
Fourth Floor, Royal Exchange, Exchange Street, Manchester, M2 7BR
521 Royal Exchange, Exchange Street, Manchester, M2 7EN
THE PRUDENTIAL ASSURANCE COMPANY, 431 - 432 Royal Exchange, Exchange Street, Manchester, M2 7EP
441A Royal Exchange, Exchange Street, Manchester, M2 7EP
15 St Ann's Square, Manchester, M2 7PW
HSBC, 2 - 4 St Ann's Square, Manchester, M2 7HD
6 Royal Exchange Arcade, Manchester, M2 7EA
231 Royal Exchange, Exchange Street, Manchester, M2 7DD
326 - 327 Royal Exchange, Exchange Street, Manchester, M2 7BR
333 Royal Exchange, Exchange Street, Manchester, M2 7BR
435 - 436 Royal Exchange, Exchange Street, Manchester, M2 7EP
514 - 516 Royal Exchange, Exchange Street, Manchester, M2 7EN
Fifth Floor, Royal Exchange, Exchange Street, Manchester, M2 7BR
3 Exchange Street, Manchester, M2 7EE
228 Royal Exchange, Exchange Street, Manchester, M2 7DD
15 - 17 Old Bank Street, Manchester, M2 7PE
519 Royal Exchange, Exchange Street, Manchester, M2 7EN
446 Royal Exchange, Exchange Street, Manchester, M2 7EP
1 Exchange Street, Manchester, M2 7EE
FRENCH CONNECTION, 7 Exchange Street, Manchester, M2 7EE
12 - 14 Cross Street, Manchester, M2 7AE
16 Cross Street, Manchester, M2 7AE
31 Royal Exchange Arcade, Manchester, M2 7EA
Third Floor, 2 Old Bank Street, Manchester, M2 7PF
330 Royal Exchange, Exchange Street, Manchester, M2 7BR
324 - 325 Royal Exchange, Exchange Street, Manchester, M2 7BR
444 - 446 Royal Exchange, Exchange Street, Manchester, M2 7EP
Second Floor, Royal Exchange, Exchange Street, Manchester, M2 7BR
2 Market Street, Manchester, M1 1PT
18 Market Street, Manchester, M1 1PT
332 Royal Exchange, Exchange Street, Manchester, M2 7BR
232 Royal Exchange, Exchange Street, Manchester, M2 7DD
18 Cross Street, Manchester, M2 7AE
447 - 449 Royal Exchange, Exchange Street, Manchester, M2 7EP
THE PRUDENTIAL ASSURANCE COMPANY, 227 Royal Exchange, Exchange Street, Manchester, M2 7DD
424 Royal Exchange, Exchange Street, Manchester, M2 7EP
THE PRUDENTIAL ASSURANCE COMPANY, 520 Royal Exchange, Exchange Street, Manchester, M2 7EN

327 Royal Exchange, Exchange Street, Manchester, M2 7BR
Fifth Floor, 2 Old Bank Street, Manchester, M2 7PF
Ernest Jones, 16 St Ann's Square, Manchester, M2 7HQ
7 Royal Exchange Arcade, Manchester, M2 7EA
8 Royal Exchange Arcade, Manchester, M2 7EA
13 Old Bank Street, Manchester, M2 7PE
20 Royal Exchange Arcade, Manchester, M2 7EA
5 Royal Exchange Arcade, Manchester, M2 7EA
Second Floor, 2 Old Bank Street, Manchester, M2 7PF
8 Market Street, Manchester, M1 1PT
5 Exchange Street, Manchester, M2 7EE

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - St Anns Square Conservation Area 1970
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL